

BECKY SMITH THE JOURNEY

The Person

The Mission

The Music

- ▶ Becky Smith is a 25-year-old female, R&B/Soul artist from East London.
- ▶ Becky has been writing and singing from the age of 10 years old.
- ▶ Growing up in the church choir has helped Becky create a rich, deep and soulful sound that can be described as powerful, heartfelt and emotional. A sound that will have you reaching for the nearest box of tissues that you can find.
- ▶ For the past Five years Becky has been adding to her sound. You can still hear the strong church roots within her music but now she has fully transitioned into the world of R&B/Neon Soul to gain more mainstream success.
- ▶ Becky has Strong sense of community and host a monthly event where artist can perform and network with like minded individuals, this is all for free.
- ▶ Due to the success of her monthly event called 'Say it with your chest' we now feel it is time to release a project for and a tour.

WHO IS BECKY SMITH

- ▶ With the rise of the internet, music is no longer regional it is global.
- ▶ Streaming services such as Spotify and Apple Music has given artist music a far greater reach. With a push of a button on your phone you can listen to music from Japan and across the world to the UK.
- ▶ Globally we are seeing growth with multiple music sectors

KEY INDUSTRY DATA



KEY INDUSTRY DATA

- 41.1% increase in streaming revenue.
- 54% growth in digital share of global revenue.
- 8.1% increase in global revenue growth.

(Ifpi.org, 2019)

MEASURING MUSIC

2018 REPORT

£4.5 BILLION

Total Gross Value Added (GVA) contribution
generated by the UK music industry 2017

#MM2018



KEY INDUSTRY DATA

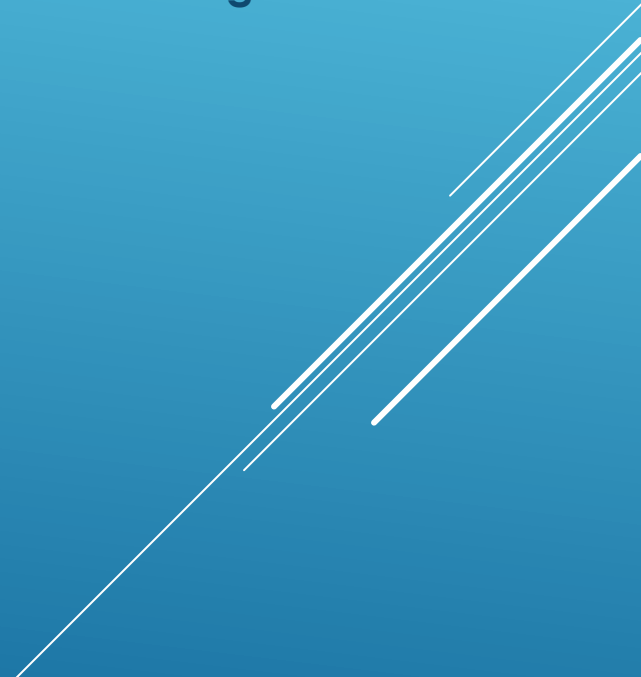
We can see the same growth trend within the domestic music market with the with the music industry bringing in £4.5 Billion into the UK economy. Up from £4.4 Billion the year before.

(Ukmusic.org, 2019)

- ▶ According to UK music census “The census provides further evidence that people now appear to spend more money on live music than recorded music. Nearly half (47%) of respondents to the audience survey spend more than £20 on tickets for concerts/festivals each month while only a quarter (25%) spend the same on recorded music. □ On average, nearly half (49%) of the annual income of those respondents to the musician survey who identify as professional musicians comes from performing live compared to only 3% from recording”. (Uklivemusiccensus.org, 2019)

KEY INDUSTRY DATA

As you can see that live music is very important revenue stream for UK artist because it is in such high demand.

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ Looking at the key industry data, it clearly shows that there is a growing consumer base for music with year on year growth not just in the UK but internationally as well. So for this reason it is a great time for Becky to release new music and tour.

BECKY IS THE PERFECT MATCH





SOCIAL MEDIA

Is to Create an Instagram, Twitter, YouTube and website so that Becky Smith fans can keep up to date with her plans, whereabouts and event dates.

“80 20 rule: While sites like Facebook and Twitter are great for marketing your art business, social media is meant to be exactly that—social. People who follow you want to be wowed, not sold to. Therefore, when considering what to post in 2019, we are stick to the 80/20 rule: 80 percent entertaining, 20 percent promotional.

And, that's the great part about content marketing! The fun and engaging content you post can actually help sell your art by creating goodwill towards your business. And, it opens the door to about a million ways to keep your fans engage”. (Artwork Archive, 2019)

- ▶ In May Becky will start her promotional tour going from bar to bar, student events to student events performing her new song “from the heart”. This is to help gain traction for the new single and help increase her notoriety within her local community and help grow her fan base, ahead of her single release.

SINGLE PROMOTION TOUR



STREAMING SERVICES PLAYLIST INTRODUCTION

Becky Smith single will be uploaded to all major streaming services playlist to help build more traction for the new single.

- ▶ Send the track along with a press release to a variety of blogs and local papers, including the London Press which Becky received coverage in for her last single. - Also send the track, lyrics, instrumental and 'vocals only' track to local DJ's. Targeting female DJ's like Yinka Bokinni from Capital Xtra who Becky already has relationships with- To create an even bigger buzz, also send the track, lyrics and instrumental to a variety of upcoming artists. The aim is to have them perform cover versions that can be uploaded to Becky Instagram and YouTube pages (each video will be a maximum of 1 minute long). Each week one version of the song can be uploaded, building up album release in June.

PRESS, TV AND RADIO AND ONLINE PROMOTION



MUSIC VIDEO

The next step is to add visuals to the product so the consumer feels more invested in the project

- ▶ Promotional campaign for single and video release in the form of online and physical posters. Distributed everywhere – universities, local café's, bars, and blogs.

VIDEO PROMOTION



ALBUM RELEASE

With the release of the Becky Smith single, the single promotional tour and the release of her music video, this is the perfect time to drop her album "all of me to all of you".

At this time we strongly believe that Becky will have notoriety she needs to reach the streaming numbers that will be considered as a successful album for an artist her size.



UK TOUR PLANS

We have created an interesting concept for Becky UK tour. It is called the 7nights tour where she will be performing over seven nights in seven different regions within the UK.

- North West (Manchester)
- North East (Newcastle)
- Midlands (Birmingham)
- Wales (Cardiff)
- South east (Cornwall)
- Southwest (Southampton)
- London

The tour dates are based on the data gathered from where people listening to her music the most and booking agents information.

All venues are no more than 200 capacity in size.



INTERNATIONAL TOUR PLANS

We decided that we will join the European summer festival circuit. The money is steady and paid on time, which helps reduce artist outgoing and increase artist revenue.

Applesap (Holland)

Afropunk (France)

To the Beat (Sweden)

All is love Fest (Denmark)

- ▶ The answer to this is yes. Becky Smith is signed to a 360 deal to our record label. Which means that we get a cut of all works Becky creates or is apart of from touring to music sold.
- ▶ Also another amazing selling point for Becky is a low costing artist. She performs most of the time by herself unless she is touring in this cases she will be with her DJ. She also writes and produces all of her own music as well.

BUDGET (CAN WE MAKE MONEY)

costs	out goings	incomings	Profit/loss
pre single tour	£250	£150	
single and album cost	£1,000	0	
press promotion	£500	£700	
single release promotion	£500	0	
single release tour	£1,000	£0	
album release promotion	£250	£0	
social media advertising	£500	£0	
travelling cost, hotel and food	£3,000	£0	
UK tour	£5,000	£10,000	
international tour	£700	£12,000	
total	£12,700	£22,850	£10,150
Not including profits from albums sales and streaming.			

BUDGET COSTING

ANY
QUESTIONS



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